

LEWISTON DECA DAYS  
Lewiston High School DECA Chapter  
Edited by Jessica Hoffman and Kelsey Williams

DECA Newsletter Competition  
Volume 1, Issue 2  
February 2005

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## Lewiston High School

# DECA DAYS

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<p><b>In This Issue:</b></p>	<p><b>Lewiston Takes Home the Medals at Regionals</b></p>		
<p><b>Regionals Results</b></p>	<p>Lewiston's DECA chapter took 77 students to Moscow to compete in the annual Regional Career Development Conference. Out of the 13 events that students compete in Lewiston placed in every event, but one. In the 12 events that Lewiston placed,</p>		<p>DECA girls show off their medals.</p>
<p><b>DECA Fundraisers</b></p>	<p>9 of those events</p>	<p>Lewiston held the position of first place. DECA also came home with 22 second, third, and fourth places.</p>	<p>Over all Lewiston High School was the champion of this competition with the final score of 31 to Coeur d'Alene's 16 and Lake City's 6.</p>
<p><b>Know Your Terms A Through Z</b></p>	<p><b>The Big D Fundraiser</b></p>		
<p><b>State Predictions</b></p>	<p><b>Burger King</b></p>	<p><b>Orchards Lanes</b></p>	<p><b>McDonalds</b></p>
<p><b>The BIG D!</b></p>	<p><b>Skippers</b></p>		<p><b>McDonalds</b></p>
<p><b>Win A Free Car Project</b></p>	<p><b>Cartoons</b></p>	<p>The sports at Lewiston High School normally do a discount card for a fundraiser, but this year the sports team did a coupon book. This coupon book did not sell very well, so the Lewiston DECA chapter decided to make their own discount card, called The Big D card. The Big D card has 15 different</p>	<p>local restaurants and other business with discounts for free food to a free game of bowling. Lewiston DECA chapter so far has printed 1000 cards and is selling them for seven dollars or two for ten. They plan to make an estimated amount of \$3,000 or more. The students that participate</p>
<p><b>Spokane Trip</b></p>	<p><b>Hot August Nights Check</b></p>	<p>in the selling of The Big D will get some of the money put into their DECA account to help pay for state and national competitions. The rest of the money will go in to the main DECA fund for other events throughout the year.</p>	<p><b>Page 1</b></p>

# Lewiston High School Chapter Activities

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## Lewiston DECA Fundraisers

This school year, Lewiston DECA members pulled together to raise money to help pay for their DECA activities including state and national competitions. Altogether \$6400 was raised to assist in the student's travels. One of the first fundraisers the students participated in was selling chocolate candy bars. The students sold Worlds Finest Chocolate Bars in five different flavors to their family and the rest of the student body. They ultimately sold 1000 bars and raised over \$1000.



**DECA students set up in front of JC Penney**

Another fundraiser this year was selling candy and candles for the Great American company. The students raised \$3000 and won prizes depending on their profits. There have been many more fundraisers

this year and you will be able to hear more about a lot of them on other pages of this newspaper.

## Lewiston Chapter Gets a Check

Lewiston DECA Chapter members Morgan Colburn and Lindsey Miller attended a Business After Hours meeting where they accepted a \$1,400 check due to Lewiston's chapter participation in the annual car show, Hot August Nights. Morgan Colburn is the Idaho State DECA President and Lindsey Miller is the Lewiston Chapter President.



**Morgan Colburn Accepts the Check.**

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## Radio Days

DECA students are selling spots for local businesses to put commercials on the local radio station, KRLC. The students will write the business name they want to sell to and have a connection to in a notebook in supervisor Rick Young's classroom.

If more than one student has a connection to a business Young will pick the person with the best connection to go make the proposal to the business. The business can buy an ad for \$15.00, 3 ads for \$42.00 or 6 ads for \$72.00.

The students will write the copy, get the approval, do the billing and send out receipts. The money from this fundraiser, Radio Days, will help pay for the student's travels to state and nationals.

## Gift Wrapping Booth



**Participants getting ready for wrapping gifts.**

Every year right after Thanksgiving and until Christmas Eve DECA sets up a booth in front of the local J.C. Penney and gift wraps packages for the public.

This year the gift-wrapping booth brought in a netted \$2400. The students that participated in this activity each got a little spending money and money to help them pay for state and nationals.

## DECA Gets Local Recognition

On January 22, 2005, Lewiston DECA was recognized for all their hard work in the local newspaper, The Lewiston Morning Tribune. This article mentioned two girl's project and their work with the elementary schools; it also mentioned the car raffle, which

you can read more about on page four. The Lewiston Morning Tribune also mentioned how well the Lewiston DECA chapter has done the past years at state and nationals.



**The girls working on their project.**

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## Spokane Trip

Lewiston DECA students, Friday after school, packed onto a bus and headed for Spokane, Washington for a little get away this October. Once in Spokane the students checked into a hotel then packed back onto the bus for a local hockey Game. The next morning, the students headed to “Big Brother’s Bingo” and tested their Bingo skills. Once they were through with Bingo, they headed to Northtown Mall. After all their money was spent, DECA members watched



**The boys chillin’ outside of the hotel room.**

a movie on Lewis and Clark at the Imax theater. And to end this road trip with a bang, or most likely a few bumps and bruises,

the group went ice-skating at the ice skating rink, before heading home exhausted after a long trip.

## Car for a Dollar

In the senior marketing class each student will do a project in hopes to send them to nationals. This year one group of students is doing a raffle drawing. Anyone is able to purchase a raffle ticket for one dollar. These students went to local car dealerships in hopes of being able to purchase a car to raffle. Thanks to Hall Copeland Ford, if



**The Car to Win**

your ticket is drawn first you could get a 1997 blue Chevy Cavalier. Second place is a hunting trip with Sportsman Landowner Hunting Club. These students have gotten great publicity for all their

hard work. A local news reporter from the Lewiston Morning Tribune came and interviewed them a few hours before they finished.

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## DECA TERMS WORD SEARCH

A	Z	X	J	L	D	T	S	V	Y	Q	X	M	J	X	I
L	E	R	S	X	H	O	O	N	F	D	S	A	Z	X	N
L	P	R	W	C	O	L	L	A	T	E	R	A	L	S	F
O	C	F	N	Q	P	J	G	P	F	S	X	B	M	T	L
W	B	I	F	G	X	Z	S	F	R	J	U	L	U	K	A
A	E	X	P	O	R	T	S	R	E	O	C	M	J	A	T
N	Q	T	S	C	C	D	Z	K	Y	E	F	D	S	O	I
C	X	U	V	M	R	N	Q	Z	A	D	G	I	A	K	O
E	B	R	M	L	E	F	A	S	T	H	G	F	T	O	N
F	Q	E	S	A	D	V	E	R	T	I	S	I	N	G	P
V	A	S	S	H	I	G	K	L	U	G	D	C	B	O	P
V	Z	A	D	V	T	W	Q	S	C	B	M	L	K	O	T
R	I	S	K	A	S	V	Q	U	O	T	A	S	G	D	E
W	S	A	V	H	T	D	A	D	B	H	R	D	S	S	A
S	D	E	M	A	N	D	F	S	E	E	O	J	H	G	D
S	G	H	A	G	E	S	F	H	M	W	D	G	J	L	U
Q	S	T	R	F	H	G	E	O	G	R	A	P	H	I	C
V	D	J	Q	L	O	Y	T	E	Q	D	S	Z	B	M	N
Q	W	D	U	N	M	S	V	X	Z	D	Y	D	O	K	S
Q	W	F	E	C	U	A	S	E	T	U	K	M	H	S	X
E	E	T	E	C	X	A	E	T	I	M	P	O	R	T	S

1. Partial return of the sale price for merchandise that the customer has kept.
2. The non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.
3. Something of value that a borrower pledges to a lender to ensure repayment of a loan.
4. An arrangement whereby businesses or individuals can detain products or money in exchange for a promise to pay later.
5. Those who buy products.
6. Consumer's willingness and ability to buy products.
7. Goods and services sold in other countries.
8. Store furnishings, such as display case, counters, shelves, racks, and benches.
9. Segmentation of market based on where people live.
10. Tangible products.
11. Goods and services purchased from other countries.
12. Rising Prices.
13. A sign used to display the store's name.
14. Money Earned form-conducting business after all costs and expenses have been paid.
15. Limit on either the quantity or monetary value of a product that may be imported.
16. Potential for loss or failure.



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## Know Your Terms A-Z

**Accounts payable:** Expenses that have been incurred but not yet paid for; money owed by a business.

**Bootstrapping:** Operating a business as frugally as possible and cutting all unnecessary expenses.

**Cash basis:** A method of recording income and expenses in which income is recorded when it is received and expenses when they are paid.

**Diversification:** A method of expansion in which a company invests in products or other businesses that are different from the products it sells or the type of business itself.

**Elastic:** Term to describe a product for which a small change in price causes a significant change in the quantity demanded.

**Fidelity bonds:** A type of casualty insurance that protects a company in case of employee theft.

**Gantt charts:** Scheduling charts that show tasks to be performed on the vertical axis and time required on the horizontal axis.

**Horizontal integration:** Growth strategy in which a business increases its market share and expands by buying its competitors.

**Industrial parks:** Areas communities have set aside for industrial uses.

**Joint venture:** A partnership created by two or more companies for a specific purpose over a set period of time.

**Kailash Picture Company:** One of the leading production houses in India.

**Lead-time:** The gap in time between placing an order and receiving the delivery.

**Management-by-objectives:** Motivational technique that involves employees in decision making by having them set their own objectives and gauge their own progress.

**Niche:** A small segment of the market, usually based on customer needs discovered through market research.

**Obsolescence costs:** Money lost when products or materials become obsolete while in inventory.

**PERT Diagrams:** Scheduling diagrams that show a project's major activities in sequence, with the most time-consuming arranged along the critical path.

**Quality control:** The process of making sure that the goods or services produced meet the standards set for them.

**Recruit:** To bring in prospective employees.

**Sales quota:** A goal assigned to a salesperson for a specific period.

**Tactical plans:** Plans that focus on a period of one year or less.

**Uniform Commercial Code:** A group of laws that covers everything from sales to bank deposits and investment securities.

**Venture integration:** Growth strategy in which a company expands by moving earlier or farther along in its channel of distribution.

**Working capital:** The amount of cash a business needs in order to carry on with its daily operations.

**Executive summary:** A brief recounting of the key points contained in a business plan.

**Young Investors:** A company dedicated to teaching youths aged 13-21 about investments.

**Zoning laws:** Specified as residential, commercial, industrial, or public to separate areas.

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## DECA Fun & Games!

### THE DECA DIAMOND & ITS MEANING



The 4 Points of the  
diamond symbolize:

CIVIC CONSCIOUSNESS

SOCIAL INTELLIGENCE

VOCATIONAL  
UNDERSTANDING

LEADERSHIP  
DEVELOPMENT

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**DECA Members spotted at Arby's**

**DECA  
Members  
Showing  
there love.**



### The DECA Creed

I believe in the future which I am planning for  
myself in the fields of marketing and  
management, and in the opportunities which my  
vocation offers.

I believe in fulfilling the highest measure of  
service to my vocation, my fellow beings, my  
country and my God--that by so doing, I will be  
rewarded with personal satisfaction and material  
wealth.

I believe in the democratic philosophies of private  
enterprise and competition, and in the freedoms of  
this nation--that these philosophies allow for the  
fullest development of my individual abilities.

I believe that by doing my best to live according  
to these high principles, I will be of greater  
service both to myself and mankind.